

# TALKS ON ADVERTISING

A newspaper whose columns overflow with advertisements of business men has more influence in attracting attention to building up a town than any other agency that can be employed. People go where there is business. Capital and labor go where there is an enterprising community. No power on earth is so strong to build up a town as a newspaper well patronized, and its power should be appreciated.—T. DeWitt Talmage.

It is very easy to plan one's advertising for the whole season at the beginning, and it removes all the worry and uncertainty from the advertiser afterward. When an advertiser has his advertisements all prepared and arranged in advance it does not necessarily follow that he cannot make changes that business conditions make necessary, any more than it follows that an architect cannot make changes in a building he has designed as the building progresses; but the advertiser who has arranged his plans thoroughly at the beginning will make his changes subsequently with a clear idea of the effect upon his entire plan, and his changes will usually be in the direction of improvement rather than a helter-skelter rush to keep the work going.—Advertising Experience.

If you root your little tooter and then lay aside your horn. There's not a soul in ten days will know that you were born. The man who gathers pumpkins is the man who plows all day. And the man who keeps a humping is the man who makes it pay. The man who advertises with a short and sudden jerk. Is the man who blames the printer because it didn't work. The gent who keeps the business has a long and steady pull. And keeps the local paper for years and years quite full. He plans his advertisements in a thoughtful, honest way. And keeps forever at it until he makes it pay. He has full faith in all the future and can withstand a sudden shock. And like the man of Scripture has his business on a rock. —Boulder, Colo., News.

Advertise just as you eat—regularly and in reasonable quantity. You don't wait until you are starved before you eat, but go to your meals at a set time every day. One meal right after the other, year after year, makes you grow fat and keep well. Advertise just as you drive a nail. Not one big blow and then stop forever, but with reasonable blows, one following the other. Even if your own blow is hard enough to drive the nail home, it is likely to go crooked or split the plank and spoil your job. Advertise just as the farmer plants corn—not a big sackful at one time, in one place and then stop, but a few grains at a place in regular order and in regular time. In other words, advertise with business sense. Keep at it week after week, month after month, and success will surely come by and by.—London Mills (Ill.) Times.

**Navajo Snake Worshipers.**  
At a recent meeting of the Anthropological Society in Washington Dr. Matthews described the snake worship of the Navajos. A Navajo, he said, never kills a snake. If he finds one coiled in his path he gently lifts it with a stick and tosses it aside. The Navajos think snakes are very wise and understand the language of men. At the same time they believe snakes are evil and will employ the information they get by listening to men for their disadvantage. Accordingly the Navajos hold their most sacred rites and recite their myths only in winter, when the snakes are hibernating and cannot overhear them.

**What a British Army Corps Is.**  
The British army corps, as nominally constituted, numbers 36,250 officers and men. A large number of these are "technical" troops, in charge of the pontoons, field telegraph, railway appliances, balloons, field batteries and field hospitals. Eliminating all of these technical troops, the strength of a division in infantry, cavalry and artillery is 9,449 men, with eighteen guns; of an army corps, 30,799 men, with 102 guns.

**Hens Get Gout from Eating Meat.**  
A Breslau doctor has succeeded in producing gout in hens by feeding them with meat. He gave the hens nothing but horseflesh, without fat, and as much water as they would drink, with deplorable results to the unfortunate fowls. Having instilled the disease, he then undertook to drive out the uric acid by administering powdered egg shells, which restored the hens to their normal condition.

**Birth Announcements in Holland.**  
In some parts of Holland a birth is announced by fastening a silk pin-cushion on the doorknob. If the pin-cushion is red the baby is a boy, and if white a girl.

**Living Day by Day.**  
Day by day man has his blessings from God. Day by day man has his work to do for God. God gives today no strength for tomorrow's needs. Why should man worry today over tomorrow's duties, or dangers, or lack? Sufficient unto the day is the evil thereof—and the good.—S. S. Times.

**SHAKE INTO YOUR SHOES**  
Allen's Foot-Ease, a powder for the feet. It cures painful, swollen, smarting, nervous feet, and instantly takes the sting out of corns and bunions. It's the greatest comfort discovery of the age. Allen's Foot-Ease makes tight or new shoes feel easy. It is a certain cure for Ingrowing Nails, sweating, callous and hot, tired, aching feet. We have over 30,000 testimonials. Try it today. Sold by all druggists and shoe stores. By mail for 25c. in stamps. Trial package FREE. Address, Allen S. Olmsted, Le Roy, N. Y.

Queen Victoria has her new boots worn a few times by one of her dressers, whose foot is the same size as her majesty's.

**No Gloves Worn.**  
The wedding season has ushered in some changes for that ceremonious occasion. Gloves are not now worn by either bride or bridegroom. The bride's sleeves are made so long that they cover half the hand. The long lace sleeve, properly made, is fitted over the hand like a mitt and fastened around the fingers with silk cord.—Detroit Free Press.

**Entirely Out of Place.**  
Prisoner—Yes, your honor, I admit I chased her around the house with a pistol.

Judge—Well, I give you three months in the workhouse and \$100 fine for trying to introduce Kentucky politics into Indiana domestic life.—Indianapolis Journal.

About one-half of the residents in Brooklyn live in tenement houses. There are 31,687 tenement dwellings, giving shelter to 574,959 people—an average of 18 persons to each house.

## Consumers

In this community read this paper every week. They notice and remember the stores that invite them to buy through advertising in our columns. Mr. Merchant is this fact worth anything to you in your business?

### INTERESTING ITEMS.

Last year 18,677,920 pairs of shoes were made in Haverhill, Mass.

Lands in extensive areas are leased in Rhode Island to be overflowed for use for oyster beds.

More steel is used in the manufacture of pens than in all the sword and gun factories in the world.

A system of preventive inoculation against typhoid fever is under extensive trial in India and South Africa.

About one-half of the railroads in Japan are owned and run by the government. The profits last year amounted to \$2,700,000.

While paring a corn John Murtha, of Little Rock, cut his toe. The chemicals from a dyed stocking caused blood poisoning and the man died.

**Not a Violent Purge.**  
The day of the cannon-ball pill is past. Sweet, fragrant, mild, but effective Cascarets Candy Cathartic take their place. All druggists, 10c, 25c, 50c.

**Poetic Justice.**  
A Chicago man has killed a hold-up artist with the latter's own gun. It will be seen, therefore, says the Chicago Times-Herald, that poetic justice continues occasionally to find terminal facilities.

We will forfeit \$1,000 if any of our published testimonials are proven to be not genuine. THE PISO CO., Warren, Pa.

**What They All Said.**  
Mr. Newman—You're a nice little boy, Tommy.  
Tommy—That's what they all say when they first meet sister.—N. Y. Journal.

**HOW'S THIS?**  
We offer One Hundred Dollars Reward for any case of Catarrh that cannot be cured by Hall's Catarrh Cure.

F. J. CHENEY & CO., Props., Toledo, O. We the undersigned, have known F. J. Cheney for the past 15 years, and believe him perfectly honorable in all business transactions and financially able to carry out any obligations made by their firm.

West & Travis, Wholesale Druggists, Toledo, O. Waldrin, Kinsman & Marvin, Wholesale Druggists, Toledo, O. Hall's Catarrh Cure is taken internally, acting directly on the blood and mucous surfaces of the system. Price 75c per bottle. Sold by all druggists. Testimonials free. Hall's Family Pills is the best.

**Time and Money.**  
Time may be money, but it is a difficult thing to convince a man who is serving time that such is the case.—Chicago Daily News.

**Classified.**  
"He divides tailors into two classes."  
"What are they?"  
"Those whom he owes money, and those who wouldn't trust him."—Puck.

The large rubber manufacturing plant of the L. Candee Co., at New Haven, Connecticut, was closed, and work will not be resumed until April 1. More than 1,250 employees are thrown out of work.

**A Horseless Age.**  
Brown (who has lost)—Let's try again and see if we can't make it horse and horse.

Robinson—Better leave it as it is. This is a horseless age, you know.—Boston Transcript.

A strong dislike to the odor of peppermint has been discovered in mice. Cotton soaked in peppermint oil caused them to go away for a considerable time, and after a second application they disappeared completely.

There are no fewer than 96 translations of Milton's "Paradise Lost" in the British museum. Apart from the great languages of the world, these translations are in Danish, Polish, Manx, Armenian, Icelandic, and Bohemian.

The efficacy of the serum treatment of diphtheria has been again demonstrated in Austria, where the mortality, in cases treated last year, was only 15.89 per cent, while of those treated without serum 39.30 per cent died.

George A. Hibbard, the new postmaster of Boston, taking warning by the fate of his predecessor, who was broken down by the combined weight of official cares and social duties, has made a rule not to attend public dinners.

Mothers will find Mrs. Winslow's Soothing Syrup the best remedy to use for their children during the teething period.

**What Then.**  
Hibernian (newly landed)—Phwot in the wuruld do the bell be put on the cow for?  
Jersey Farmer—To keep her from gettin' lost.  
"But suppose she do be deaf, phwot thin?"—Judge.

**A Sure Thing. Dr. Pfunder's OREGON BLOOD PURIFIER**  
Saloons Now Closed on Sunday.  
South Australia was the only Australian colony allowing public houses to be open part of Sunday, unless closed by local vote; but its last liquor act has decreed Sunday closing throughout the colony.

A Thracian triumphal car has been dug up on the slope of Mount Rhodope, near Philippiopolis, in Bulgaria. All the metallic fittings of the chariot, including bronze decorative figures, and the harness for one horse, were found together with human remains. The car belongs to the fourth century after Christ.

A strike at the Montreal Cotton Company's mill at Valley Field, Quebec, by which 2,000 operatives were affected, has been settled, the men getting an advance of 5 per cent.

Horses, when asleep, always have one ear pointed forward. The object evidently is to hear sounds indicating danger, whether they come from the front or rear.

**Righting a Wrong.**  
Smith—(angrily)—I understand you said my face would stop an automobile.

Jones—I certainly never said anything of the kind.

Smith—Then I must have been misinformed.

Jones—That's what you have. Instead of stopping at sight of your face, any reputable automobile would increase its speed.—Chicago Record.

**The Ideal Man**  
There is much rivalry between the various colleges as to which will produce the ideal man. By this they mean a vigorous, honest, intellectual man, who will make the world better for having lived. Health will demand first consideration, for upon that depends brain and achievement. Hostetter's Stomach Bitters will keep the bowels regular and the stomach healthy by curing all stomach disorders. It also prevents malaria, fever and ague. Try it.

**The Parson Who Milked His Cow.**  
A country pastor, who was very bright and original in his remarks, attracted the notice of a wealthy lady who was spending the summer in the vicinity. One evening she called at the parsonage just as the old minister, clad in overalls, was coming in from the stable, with a brimming pail of milk.

"Why, Mr. Smith!" exclaimed the lady, "do you milk a cow?"  
"Certainly, madam" was the reply.  
"What would you have me milk?"—Judge.

The Liggett & Myers branch of the Continental Tobacco Company, at St. Louis, has granted 100 feeders an increase in wages amounting to 31 per cent, or \$2.50 per week each.

The Republic Iron and Steel Company has decided to observe the weekly pay law of Indiana, and 5,000 workmen will go back to work.

## HEADACHE

"Both my wife and myself have been using CASCARETS and they are the best medicine we have ever had in the house. Last week my wife was frantic with headache for two days, she tried some of your CASCARETS, and they relieved the pain in her head almost immediately. We both recommend Cascarets." CHAS. STEDEFORD, Pittsburg Safe & Deposit Co., Pittsburg, Pa.



Pleasant, Palatable, Potent, Taste Good, Do Good, Never Sicken, Weaken, or Gripes. 10c, 25c, 50c. **CURE CONSTIPATION.** Sterling Remedy Company, Chicago, Montreal, New York, 317

**NO-TO-BAC** Sold and guaranteed by all druggists at 40¢ per box. 5¢ trial box. 10¢ full box.



**SALZER'S 3 EARED CORN**  
This new, earliest, corn will revolutionize corn growing, yielding in 1899, in Minnesota, 400 bush. per acre. **HIGHEST QUALITY.** yields 100 bush. per acre, and you can beat that!  
**SPELTZ**  
No. 80 bush. per acre. Greatest grain and they feed this side of the star! **BARLEY, HEADLESS,** yields 100 bush. in N.Y. Wonderful! **HAPE 25c. A TON**  
Gives rich, green food for cattle, sheep, swine, poultry, etc., at 25c. a ton. We sell also much of the Rape seed used in the U.S.  
**BIOMES INERMUS**  
Greatest grass on earth. (Gt. we to perfection in America everywhere. **Warranted to yield 100 bush. per acre.** **THE MILLION DOLLAR** payable in the next 100 days of 100,000 on earth, and faster. **50c** **Weeks** both will make you rich. **Largest grower of Potatoes and Parsnips in the world.**  
**VEGETABLE SEEDS**  
Largest, choicest list in U.S. Onion Seed, 80c. lb. Everything warranted to grow. 25¢ per lb. **Best vegetables, postpaid, \$1.00.**  
**FOR 10c. STAMPS**  
and this notice, we will grant Seed Catalogue and 10¢ per Farm Seed Novelties. Catalogue alone, 5c. postage, P.O.  
**JOHN A. SALZER SEED CO.**  
**LA CROSSE WIS.**

**DROPSY Treated Successfully**  
Address DR. NIEUKIRK, Mountain Home, Ida.

**Dyspepsia? TRY VIN MARIANI**  
(MARIANI WINE) The Ideal French Tonic FOR BODY AND BRAIN  
Since 1863, Endorsed by Medical Faculty  
immediate lasting efficacious agreeable

## NONE SUCH

Nothing hobbles the muscles and unites for work like

**SORENESS and STIFFNESS**

Nothing relaxes them and makes a speedy perfect cure like

## St. Jacobs Oil



## PORTLAND DIRECTORY.

Fence and Wire Works.

PORTLAND WIRE & IRON WORKS: WIRE and iron fencing; office calling, etc. 334 Alder

Machinery and Supplies.

CAWSTON & CO.: ENGINES, BOILERS, Machinery, supplies. 48-50 First St., Portland, Or.

JOHN POOLE, PORTLAND, OREGON, can give you the best bargains in general machinery, engines, boilers, tanks, pumps, plows, belts and windmills. The new steel I X L windmill, sold by him, is unequalled.

## MANY SICK WOMEN

Can easily trace their trouble to the blood, but that don't help, unless they find a remedy.

## Moore's Revealed Remedy

Purifies the blood—makes sick women strong and well. \$1.00 per bottle at the drug store.

**CLAIMANTS FOR PENSION**  
Write to NA'HAN BICKFORD, Washington, D. C. they will receive quick replies. B. 5th N. H. Vols. Staff 20th Corps. Prosecuting claims since 1878.

## MACHINERY. ALL KINDS

...TATUM & BOWEN...

29 to 35 First Street PORTLAND OR.



## SURE CURE FOR PILES

ITCHING Piles produce moisture and cause itching. This form, as well as Blind, Bleeding or Protruding Piles are cured by Dr. Bosanko's Pile Remedy. Stops itching and bleeding. Always cures. 50c a Jar at druggists or sent by mail, Treatise free. Write me about your case. DR. BOSANKO, Philada. Pa.

## PATENT GUARANTEE

as to patentability. Send for "Inventor's Primer." **MILO B. STEVEN & CO.** Established 1864. Washington, D. C. Branch Offices: Chicago, Cleveland, Detroit.

## YOUNG MEN!

For Gonorrhea and Gleet get Pabst's Okay Specific. It is the ONLY medicine which will cure each and every case. NO CASE known to have ever failed to cure, no matter how serious or of how long standing. From its use will astonish you. It is absolutely safe, prevents stricture, and can be taken without inconvenience and detention from business. PRICE, \$3.00. For sale by all reliable druggists, or sent prepaid by express, plainly wrapped, on receipt of price, by **PAIST CHEMICAL CO., Chicago, Ill.** Circular mailed on request.

**CURE YOURSELF!**  
Use Big 62 for unnatural discharges, inflammations, irritations or ulcerations of mucous membranes. Painless, and not straining or poisonous.  
Sold by Druggists, or sent in plain wrapper, by express, prepaid, for \$1.00, or 3 bottles, \$2.75. Circular sent on request.

**N. P. N. U. No. 14-1900.**

When writing to advertisers please mention this paper.

### WHAT ALABASTINE IS.

Alabastine is the original and only durable wall coating on the market. It is entirely different from all kalsomine preparations. Alabastine is made ready for use in white or fourteen beautiful tints by the addition of cold water. It is put up in dry powdered form, in packages, properly labeled, with full directions on every package. It takes the place of scaling kalsomines, wall paper and paint for walls. Alabastine can be used on plaster, brick, wood or canvas, and a child can brush it on.

### WHAT "KALSMINES" ARE.

Kalsomines are cheap and temporary preparations, manufactured from whitening, chalks, clays, etc. They are stuck on the walls with decaying animal glue. Alabastine is not a kalsomine. It is a rock-base cement, which sets, and it hardens without having to wash and scrape off its old coats. Alabastine is utilized to a great extent in hospitals, as it prevents the accumulation of dirt and the congregating of disease germs, being disinfectant in its nature.

### CHURCHES AND SCHOOLHOUSES.

The interior walls of churches, schoolhouses and all public halls should never be coated with anything but the durable and pure Alabastine. So evident has this fact become, that hundreds of tons are used annually for this work. The genuine Alabastine does not rub or scale off. It is clearly during the long period of its usefulness. Every owner of a building should use it. Ask your paint dealer or druggist for card of tints, and write for free copy of our interesting booklet to Alabastine Co., Grand Rapids, Mich.

### REJECT THE "JUST AS GOOD."

The dealer who tells you that he can sell you the "same thing" as Alabastine or "something just as good," either is not posted or is trying to deceive you. In offering something he has bought cheap and is trying to sell on Alabastine's demands, he may not realize the danger to himself as well as to you. Beware of all new substitutes. Dealers risk a suit damages by selling and consuming using an infringement. Alabastine own the right to make and coatings adapted to mix with

# ALABASTINE